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UNITED STATES DEPARTMENT OF AGRICULTURE
Agricultural Marketing Administration

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No. 31

"AMA" "WAR BOARD" LETTER

Wash. D.C. Aug. 29, 1942

AMA REORGANIZATION: (To be Released Aug. 31) Regional offices to administer field activities of AMA have been established in 7 cities and regional administrators will take over their duties on September 1. Offices, regional administrators and area covered follow: **Northeast** Region, New York City, Buell Maben, covers New England states and NY, NJ, Pa., Del., Md., W.Va.; **Southern** Region, Atlanta, Ga., Col James H. Palmer, covers Ky., Tenn., Va., N.C., S.C., Ga., Fla., Ala., Miss., Great Lakes Region, Chicago, E.O. Pollock, covers Ill., Ind., Wis., Mich., Ohio; **Southwest** Region, Dallas, Tex. Lester J. Cappleman, covers Ark., La., Okla., Tex., Midwest Region, Des Moines, J.S. Russell covers, N.Dak., S.Dak., Neb., Kan., Mo., Ia., Minn., **Rocky Mountain** Region, Denver, E.O. Mather, N.Mex., Utah, Col., Wyo., Mont., Ida.; **Pacific Coast** Region, San Francisco, Merritt A. Clevenger, Covers Wash. Oregon., Calif. Nev., Ariz., Hawaii and Alaska. New Regional administrators have been been here learning new duties, etc. During first half of Sept. while new regional administrators are acquainting themselves fully with types of AMA operations in their regions, there will be no change in the normal line or responsibility of field workers to their superior officers. Effective Sept. 15, the field functions of the Distribution Branch, part of the functions of the Purchase Branch and certain other functions will be assigned to the regional administrators for supervision. Subsequently, further duties incident to new or existing programs also will be delegated to them. **NOTE:** One thing emphasized by Administrator Hendrickson is that each regional administrator will have on his staff a man with responsibility to service AMA, War Board members so that they may be kept in touch with all phases of AMA program. In announcing new set-up administrator Hendrickson stressed: "It is essential to AMA as a functioning organization that someone be able to speak for it as whole in the several regions. It should not be necessary for people to come to Washington to do business with AMA simply because the business concerns the activities of more than a single Branch or Division."

Pointing out that when SMA, AMS, CEA and FSCC were merged in creation of AMA each of these agencies followed different patterns of organization, Administrator Hendrickson added: "In order to have a form of field organization calculated to delegate to the workers in the field increasing responsibilities, these various patterns must be unified. And whatever the distinguishing characteristics of the various regional functions may be, every function contributes to our broad and continuous assignment - to improve the system which moves the produce of agriculture into ultimate consumption."

BLOCK LEADER PROGRAM: (Explanation in WB Letter No.20) Results of trial in Syracuse, N.Y. conflicting, but officials are optimistic. Due to haste and other factors, coverage of families in trial amounted to only little over 30 percent. **BUT** the families covered increased purchases of cheese by 85.6% fluid milk by 30%, evaporated milk, 30% and flour, 14%. Program will be instituted in Tampa, Fla., Bridgeport, Conn., and Berkeley, Cal., within short time for further experimentation and decision whether to launch on Nation-wide basis.

MEAT: In making is meat conservation program to be instituted pending rationing. Seeking something that could be put in operation during next 8 or 9 weeks that it will take to get rationing started. Probable plan will be curtailment of quantity packers can sell based on percentage of sales last year.

PROTEIN FOODS: AMAAdministrator Hendrickson has set up committee to study possibility of increasing human consumption of soybean meal and flour. This is high protein content food and will prove valuable in meat shortage. Already is being used to large extent in foods sent to allies under Lend-Lease soybean fortified soups, cereals, sausage, etc. Soybean fortified foods are major part of German army ration. Difficulty is teaching American citizens how to use it. Big campaign is planned if angles can be ironed out. Supplies will be plentiful in light of large soybean crop for oil this year. Anyone with ideas is urged to communicate with Dr. Frederick Waugh, Asst. AMAAdministrator, here.

PRAISE: Lend-Lease Administrator Stettinius, just back from visit to England says USDA is doing excellent job of supplying the Allies under L-L program. Effort will be made to get story (probably in motion pictures) how English are using L-L food.

FIELD PURCHASE OPERATIONS: AMA representatives are standing by, ready to support prices of fresh vegetables if necessary on farmers markets in New Jersey, Connecticut and at Bustleton, Pa. Farmers market at Springfield, Mass., was added to spot-purchase price support list this week. We are also standing by on potatoes in Jersey and Long Island. Market went up again this week. No purchases necessary yet.

Looking into request for purchase program for cabbage in New York. Tin conservation order has cut off kraut packing outlet there. Still looking into possibility of purchase program for apples. Otherwise, all quiet..

USE OF AUTOS by USDA personnel is due for drastic curtailment. Agencies are working out reduction plans now. May be still further cut by OPA.

COMING: New program to encourage production one-variety cotton.

DRY BEANS: Price support program calls for purchases by AMA, on offer and acceptance basis, in quantities necessary to support market at level of \$5.10 per cwt. for US No. 1's and \$4.95 per cwt. for US No. 2's, in bags, carlots, f.o.b. cars at country shipping points. Classes to be bought are Great Northern, Pea, Medium White, Pink, Pinto and Small White. First offers will be received Sept. 8 and thereafter on 2nd and 4th Tuesday of each calendar month thru June 30/43. Purchases will be made from growers, their associations or their authorized agents and dealers. Vendors will pay for Federal inspection of all beans bought. Beans will be stored insofar as practicable in local producing area warehouses and elevators until needed.

VICTORY FOOD SPECIAL POLICY: Concept of VPS program now definitely geared to help meet wartime food supply situation. Object of designating a commodity as a VFS is to focus consumer attention on the particular food currently most abundant in supply. Encouraging increased use of VFS foods helps prevent back-ups in producing areas and market gluts; aids in keeping producting to the high pitch needed to win war.

Main basis of designation of a food as a VFS is abundance of supply--not price. While prices of foods in abundant supply (such as VFS) are usually low in relation to prices of other foods not so plentiful, tying VFS foods up with price is confusing to many homemakers. This confusion is caused by fact that few homemakers fully realize that the general level of food prices is higher than it was year ago. Presentation of VFS program should be such that consumers will understand that by buying Victory Food Specials they help make the most effective use of the nation's total wartime food supply.

Homemakers are not being asked to spend more or less money for food. Rather they are being asked, through the VFS program, to spread their food buying power in a slightly different way so as to make full use of those foods in most abundant supply. What the homemaker buys today helps determine what will be available for tomorrow. VFS foods are war effort specials.